CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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IFD HAS EIGHT TOP FEATURES ON DECK

Harvey Harnick Is Affil'ted V-p, GM

Executive vice-president and general manager of Affiliated Pictures Corp. Ltd. is Harvey Harnick, it was announced following a recent meeting of the board of the company jointly established by Columbia and Paramount last year to provide a single releasing source

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Studios' Sizeup By Value Line

Interesting opinions about the health of some motion picture companies are offered in an analysis of the entertainment industry carried in a recent edition of The Value Line Investment Survey, which is published by Arnold Bernhard & Co. Inc. Noting that

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HANCOCK P.A. WITH 'GENIUS'; 11-SHOW BOW FOR 'MASK'

The present period in the film industry is distinguished by releasing programs that have an almost unprecedented quality and International Film Distributors is, in its own special way, sharing that distinction. Among the eight features lined up to follow The Long and the Short and the Tall, which stars Laurence Harvey and is doing strong business, are films eagerly awaited.

The IFD list has the names of features quickly recognized because of the praise and publicity already accorded them. The eight features, in alphabetical order, are Call Me Genius, The Hands of Dr. Orlack, The Man Who Wagged His Tail, The Mark, The Mask, Question 7, Two Women and A Taste of Honey.

Call Me Genius is an English

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Rank-Rediffusion Pay TV Shown; No Plans Here

There is no immediate prospect of The Rank Organization's toll television system, Crestview, which was developed in partnership with Rediffusion Ltd., being tried in Canada. It was demonstrated to the press last week in Rank's Gaumont Camden Town Theatre, London through the use of cable.

Since both Rank and Rediffusion are active in Canada, there were discussions about the possibility of a test in the past. Rediffusion operates a community antenna system in Montreal and it was the first in Canada.

Payment is into a coinbox at the end of the program. If payment isn't made other programs cannot follow. An alternative system to the Crestview one is a credit meter.

Permission for an extended test will not be granted until the Government hears the recommendations of the Pilkington Committee on TV.

WB's 'The Chapman Report'

Claire Bloom is starring in Warners' The Chapman Report.

Staffers Help In Mtme. Tax Fight

Assistance of motion picture industry personnel on all levels is beginning to give power to the drive in the Maritimes to reduce or eliminate the amusement tax, as well as furthering the idea of Sunday movies. Impetus was added when the Maritime Motion Pic-

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Another Toronto Drive-in?

Barry Allen has asked the Markham Township Council for sanction to build a drive-in on Steel's Ave., east of Don Mills Road, on the NE fringe of Metropolitan Toronto. A bylaw banning drive-ins would have to be withdrawn. Allen is interested in the ozoner being built East of Toronto for Odeon operation.

JOSEPH M. SCHENCK PASSES

Joseph M. Schenck, 83, early partner of Marcus Loew, chairman of the board of United Artists in 1924 and president in 1927, founder in 1938 with Darryl Zanuck of 20th Century Productions and its president, and board chairman of 20th Century-Fox following the merger with Fox Films, died in Hollywood recently.

In 1926 he organized the United Artists theatre circuit and he was chairman of the board in 1953. With Mike Todd he established the Magna Corp. for introduction of that widescreen process in 1953. During his career he had also been an Independent producer of great stature and head of production at 20th Century-Fox.

From 1938 to 1945 he was chairman of the National Foundation for Infantile Paralysis.

Born in Russia, he came to the USA at an early age, became a pharmacist and with his brother Nicholas M., owned several. They entered the amusement business in 1908 by building a park, giving it up in 1912 to buy another from Marcus Loew. Nicholas, who survives, has had a busy and important career to date.

Perhaps the saddest period of Joseph Schenck's life resulted from his yielding to demands for a bribe by a dishonest labor leader in order to continue production undisturbed. With others who found themselves facing several charges growing out of the original one, he spent some time in a federal correctional institution.

Short Throws

BERT COOPER, who is to receive an ancillary award from the Canadian Picture Pioneers for his work with the Alberta Division, entered the motion picture industry as a shipping clerk with Educational Films — later absorbed by Empire-Universal — and was a booker when he resigned in 1939 to operate a six-town 16 mm. circuit. In 1941 he became a booker again, this time for 20th-Fox, then went to UA as office manager until 1954. He spent 1955 with Prairie Allied Booking, then switched to his present job at UA. He's a past president of the Alberta Division of the CPP. The presentation to Cooper will be made at the annual Pioneer of the Year Award Banquet in honor of R. W. Bolstad, to be held in the Sheraton King Edward Hotel, Toronto, on Nov. 27.

NET revenue of TV stations reached $36,014,000 in 1960, an increase of 11.6 per cent over 1959. Of this, privately-owned stations received $23,405,000 and the CBC $12,609,000, with the former deriving the bulk of their revenue from national advertising and averaging $556,000 per station, a slight rise over the 1959 average of $554,000. TV broadcasting employees numbered 7,779 in 1960 and earned $37,962,000 in wages and salaries, an 11.4 per cent increase over 1959.

CHARLES COBURN, the famed veteran actor who died recently, will be commemorated at the Stratford Shakespearean Festival by the Avondale Playhouse, Indianapolis, where he made his last appearance in You Can't Take It

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Ask PQ To End Ticket Tax

Annual convention of the Canadian Amateur Theatre Association in Quebec City last week passed a resolution asking the Quebec Government to abolish the provincial amusement tax.

Paramount's 'The Jackals'

Curt Jurgens has been signed by Paramount to star with Ava Gardner and Louis Jourdan in The Jackals, which will be a Galatea production and which will be directed by Terence Young.

TM Offers Leafs' Non-Home Games

All 35 away-from-home games of the Toronto Maple Leafs, National Hockey League team, will be televised for subscribers of Telemeter at $1 per game, following an agreement reached by Conn Smythe, Leafs' president, and Leslie Winik, International Telemeter's programming vice-president. Five Toronto Argonaut home football games at $2 each bring TM's sports events to 40 for the '61-'62 season. J. J. Fitzgibbons, Sr., and Louis A. Novins announced the deal.

THE BIG ONES COME FROM I.F.D.

THE INTERNATIONAL $HOWMAN$HIP COMPANY

NOW IN RELEASE...

'THE LONG, THE SHORT AND THE TALL'

'QUESTION 7'

'THE MARK'

'TWO WOMEN'

'DAVID AND GOLIATH'

COMING...

'THE MASK'

Tony Hancock in
'CALL ME GENIUS'

'HANDS OF DR. ORLACK'
with Mel Ferrer, Christopher Lee

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MTME. TAX FIGHT

(Continued from Page 1)

ture Exhibitors Association, at its recent annual convention in Saint John, NB, placed itself firmly in opposition to a continuance of the amusement tax at the present level and in favor of Sunday shows. Canada's two largest circuits, Famous Players and The Odeon Theatres (Canada) Ltd., have thrown their support behind the Association's aims.

The major interest of Maritime exhibitors is, of course, the amusement tax issue, with the matter of Sunday exhibition next. They feel that the trend is toward the latter and it will come in time.

Theatre managers have been contacting members of legislative assemblies residing in their communities to ask consideration about their point of view on the amusement tax. Theatre employees are getting up their own petitions declaring their belief that it is both excessive and discriminatory.

Theatrical locals are passing resolutions against the ticket tax and for Sunday shows. Some have made known their intention of seeking support from the larger labor bodies with which they are affiliated.

There have already been public expressions favoring the industry in its tax fight and its desire for Sunday exhibition. These expressions are expected to grow in number from now on because of the forthright position of theatre people.

Veteran Sask'n Exhibitor, J. D. McKenzie, Passes

Owner of the Orpheum Theatre in Estevan, Sask., J. Duane McKenzie died last week of a heart attack in that community. He had been on the executive of the Sask. Motion Picture Exhibitors Association for a number of years and was its president in 1954-5-6. For those three years and in 1953 he was one of the SMPEA's delegates to the annual industry week meetings in Toronto.

He was a member of the Winnipeg branch of the Canadian Picture Pioneers.

Eight IFD Features

(Continued from Page 1)

comedy starring Tony Hancock, currently very popular in Canada because of his CBC-TV series this summer. Canadian TV critics devoted much space to Hancock and the series and there is a waiting audience for the film. George Sanders, Canadian Paul Massie, Dennis Price and Nanette Newman are among the players.

The Hands of Dr. Orlack, a drama directed by Edmond Greville, stars Mel Ferrer, Danny Carrel and Lucille Saint-Simon. The Man Who Wagged His Tail, starring the very clever and widely popular Peter Ustinov, has been reviewed as one of the best comedies of the year.

The Mark, which was first a CBC TV show and later a novel by Canada's Charles Israels, won excellent reviews in New York, where it is doing outstanding business. It stars Rod Steiger and Maria Schell. The Mask, made by Taylor-Roffman at Toronto International Film Studios and directed by Julian Roffman, is a chiller-thriller with several stereoscopic sequences. It is being distributed by Warner Bros. elsewhere than Canada and opened last week at the Warner on Broadway.

Question 7, produced by the Lutheran Film Associates and Louis de Rochemont, has also been acclaimed and it is expected to outdraw the previous feature from the same source, Martin Luther, which was powerful at the boxoffice. In Toronto over 1,300 churchmen have seen it screened and their approval has been made widely known.

Two Women, which won Sophia Loren the Best Actress Award at Cannes in 1961, was produced by Carlo Ponti and directed by Vittorio De Sica. Jean Paul Belmondo, Raf Vallone and Eleanora Brown play supporting roles in this now-famed film from the great novel by Alberto Moravia. Many magazines have had layouts from it.

A Taste of Honey, the film from one of the most-talked-about hit plays of London and New York, was handled by producer-director Tony Richardson and has a cast of outstanding ability.

Any reader of magazines and newspapers can discuss most of these films before seeing them, for their special qualities have won them reams of publicity. Paul Summerville and George Newmount have been recently added to the IFD publicity staff to take advantage of their unusual amount of appeal.

They will handle the visit to Toronto and Montreal of Tony Hancock ahead of the opening of Call Me Genius, as well as help stage a red-carpet premiere at the Downtown, Toronto for an 11-theatre opening of The Mask on Nov. 10.

D. V. Rosen, general manager of IFD, feels that these films and others to come proves that his company, of which N. A. Taylor is president, is sharing the leadership in the product parade.

KELLY VS. PRESTON, IMPERIAL BANK

Arthur P. Kelly of Brantford, Independent producer, has undertaken two separate legal actions — one against his former partner, Peter M. Preston, and the other against the Canadian Imperial Bank of Commerce in his city. The partnership of Kelly and Preston as Preston-Kelly Productions was ordered dissolved recently in Osgoode Hall, Toronto, on the application of the former.

Kelly says that he intends suing Preston for $50,000 damages and the bank for the return of a $75,000 insurance policy placed with it as security for a $3,000 loan to Preston. He also wants an order from the court that would make Preston complete a film, The Samaritans, and go ahead with a TV show. Preston-Kelly completed a feature this year, The Battle of Monte Cassino.

Kelly, an advertising executive, is a former Brantford alderman and Preston is co-publisher of The Brantford Expositor.

TAYLOR-ROFFMAN'S FEATURE PLANS

Taylor-Roffman Productions Ltd. of Toronto, whose The Mask opened on Broadway last week as a Warner release, has two features under consideration beside the two that will be moved toward production soon.

In New York Julian Roffman, co-producer and director of The Mask, said that Taylor-Roffman and its editorial consultant, Jean Lenauer of NY, have on hand a shooting script of The Constable and Mr. Monks, a comedy by Jules Bricken of Hollywood, and are discussing the adaptation of James Aldrich's novel about a Canadian woodsman, The Hunters. The Constable and Mr. Monks may be produced in association with a British company.

The earlier projects are You Only Live Twice, an adaptation of Sinclair Ross' novel about rural Ontario and Alberta people, and Execution, to be made from the prize-winning novel about the Canadian Army in Italy by Colin MacDougall of Montreal.

The Mask is the first Canadian feature to get international distribution by a major company.

OUR BUSINESS by N.A. Taylor

BUSINESS COULD BE BETTER

ASK any theatre manager across the breadth of our country about the state of business and he will most likely reply, "It could be much better." Conditions are much the same in the United States. In point of fact, some days it is so bad right across the board that one might easily conclude there is a nationwide conspiracy not to go to motion picture theatres. Notwithstanding, certain theatres and particular films are doing resoundingly good business.

We are all aware that this is the time of year when new TV shows go on the air; when young people are going back to school and becoming activated to new surroundings or new courses; when many activities, suspended during summer months, are taken up again by individuals; when all kinds of counter-attractions vie for the leisure time or spare money of many people, and often both.

Any manager can readily come up with a pocketful of answers when queried as to the cause of poor business. This is not necessarily germane to any particular season. At any time of the year there are counter-attractions to be faced. And, of course, there is always that old standby alibi: the film was bad. However, this particular time of year seems to have become worse than any other and managers who will take the trouble to refer to last year's results or even those of previous years can recognize this.

Assuming this to be true, it is curious to find that given the same attraction, same opposition and same theatre, one manager will be able to attract a larger attendance than another. This is because the individual has more enthusiasm and initiative, greater push and less inclination to accept what may appear to be the inevitable.

The intangibles which go into the formula of the chemistry of success in our business are very difficult to pinpoint and some may never be known to us. However, there are some positives which are elementary, basic and essential. Among these we can be sure of optimism and hard work. Few sour-faced salesmen ever succeed.

GET THE PICTURE?... this picture of course. Mr. Exhibitor here is the film that will give your boxoffice and patrons a lift!

TO ADD A LITTLE OIL TO YOUR LAUGHTER GEARS EVERY 1000 SMILES...

"CARRY ON REGARDLESS"

SIDNEY JAMES · KENNETH CONNOR · CHARLES HAWTREY
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TERENCE LONGDON

An ANGLO-AMALGAMATED RELEASE distributed by 20th CENTURY-FOX

News Clips

Many Canadians participated in the recent joint convention and trade show of the National Association of Concessionaires and the Theatre Owners of America, held in New Orleans. The next one is scheduled for the Americana Hotel, Miami Beach, Florida, Nov. 4-10, 1962 . . . Charles Mason, advertising and publicity director of The Odeon Theatres (Canada) Ltd., will act as Variety Week Chairman in 1962 for the Variety Club of Ontario . . . El Cid, Samuel Bronston's great production for Allied Artists' distribution, will open its Toronto engagement at the Tivoli on Dec. 21 . . . One Plus One, made in Toronto by Arch Oboler, opens at the Palace, New York, on Nov. 7 . . . Zoltan Korda, 56, younger brother of the late Sir Alexander Korda and his associate for many years, died of a heart attack in Beverly Hills recently.

Star of the Year, as chosen by the Theatre Owners of America, is John Wayne. He is the eighth recipient of this annual award and the TOA felt that not only is he a major boxoffice attraction but a credit to the industry in the eyes of the public . . . Famous Players' Capitol, London, which has been managed by W. K. Trudell for many years, reopened with The Guns of Navarone after a $50,000 refurbishing job carried out under Jules Wolfe, engineering head for the circuit, and his aide, Jack Harper. Mayor Gordon Stronach cut a ribbon across the entrance . . . Arthur Reiman has been promoted to the newly created post of manager of the domestic sales and contract department at United Artists, states James R. Velde, vice-president in charge of domestic sales.

Classic, Cobalt, Ont., closed since May, 1960, may be reopened, since the Silver City is enjoying a bit of a boom. "Cobalt needs a theatre and I hope all the citizens will support it in every way," Mayor Fulton Purdy said to a special Council meeting after announcing that there were parties interested in reopening the house . . . Meeting of the Variety Clubs International Region 1, which has Toronto among its nine tents, will be held in Washington on Jan. 10, 1962. No. 1's International Representative is Past Chief Barker J. J. Fitzgibbons, Jr. of the Variety Club of Ontario. Midwinter meeting of the VCI is scheduled for Nov. 9-10 at the Bellvue-Stratford Hotel, Phila. . . . R. J. Tercier, owner of the Century in Bonnyville, Alta., has taken over the Willies Drive-in in that community from Axani and Makorweski and renamed it the West End Drive-in.

MY TRIBUTE to Archie Stone, veteran Casino conductor and sax man, drew this from Hugh McKandy of the *Globe & Mail*: "Archie is next to the late Rudy Weidoff as a sax player. I know. I played solo sax in a band once" . . . *Jack Karr*, Stratford pub chief, caught Douglas Campbell in Paddy Chayefsky's Broadway-bound *Gideon* during the Philly engagement and opines: "I've never seen Campbell better" . . . *CBC's Canada and the Civil War*, interestingly written and narrated by James Bannerman, surprised me at one point. Bannerman said that Canada was unaware of war coming and that "even in America" they weren't prepared for it. Isn't Canada in America? The British say "America" when they mean the United States but Canadians don't . . . *Possible* head table guests at the next Variety Club luncheon are George Jessel, Hermione Baddeley, Jules Munshin and Walter Chiari. Tribute will also be paid to those sentries of the theatre, the doormen. Four have worn uniforms in that capacity for between 30 and 40 years and one for almost 50 and they'll be at the head table in full regalia to take a bow. Date, time and place: Oct. 31, 12.30, Park Plaza Hotel.

WHEN WILL TORONTO get over its official indifference to Mary Pickford? There isn't a place in the civilized world that wouldn't be proud to call her its own. Yet in Toronto, where she was born and where her career began, there is nothing to indicate a kinship.

Paintings of local notables adorn the City Hall corridors —but not one is to be seen of Toronto's most famous daughter. You know those grassy islands that used to divide broad and beautiful University Avenue before they were utilized for work on the new subway? In 1951 a group of citizens asked permission to place a $5,000 four-foot bronze statuette of Mary Pickford in her best-loved role, Little Mary, on one of them.

The statuette would have been near the site of her childhood home, which was wrecked to make way for the new Hospital for Sick Children. The City said no.

AN ARTICLE about Mary Pickford appeared in these pages in 1943 and I sent it to her. She wrote back:

"Appreciation from my home town means more to me than appreciation from any other source. I am sentimental enough to have felt more than a little grief that the house on University Avenue should be torn down—it was one of the last remaining links between me and my childhood—but as long as I have the love of the people of Toronto, I shall be content."

She loves Canada. In 1951 she came to Ottawa to present the Canadian Film Awards and be the guest of honor at a dinner given by the Association of Motion Picture Producers and Laboratories of Canada. She was welcomed by the then Minister of Justice, the Hon. Stuart Garson, who acted for the Prime Minister, Louis St. Laurent, and her health was proposed by L. W. Brockington, CMG, QC.

Her reply touched everyone's heart.

"I WONDER if you who have remained in Canada know my feelings when I come back to my motherland?" she asked. "I love my Canada and I love my United States. One is my mother and the other my husband. I would rather be dead—a thousand times dead—than see anything happen between them."

She hoped that the time would come when "the Mary Pickfords, the Marie Dresslers and the Walter Hustons" wouldn't have to leave Canada—"although it is wonderful of Hollywood to welcome people from all over the world."

Soon the Hollywood Motion Picture and TV Museum Building will be under construction. History dictates that Mary Pickford, the world's first movie star and once Gladys Smith of Toronto, will have a prominent place in it.

The restoration of University Avenue from Front Street to Queen's Park will take three years and cost more than a half-million dollars. It will provide a fine opportunity for Toronto to officially claim Mary Pickford as its own through some means, perhaps a garden with a statuette.

"Little Mary" grew up. Why can't Toronto?

HARNICK V-P & GM

(Continued from Page 1)

for the product of the two companies. Affiliated officially opened for business on Oct. 1, 1960. The departure from the company last Sept. 15 of Gordon Lightstone as president and managing

HARVEY HARNICK

director of Affiliated indicated a reshuffling of top personnel.

Announcement of the change affecting Harnick, who was general sales manager, and others was made by Louis Rosenfeld, chairman of the board. President is now Jerome Pickman and the three vice-presidents are Alfred R. Taylor, Howard Minsky and Bernard Birnbaum.

A. L. Copas is secretary, R. E. Smith treasurer and Joseph Rosenfeld, QC, assistant secretary.

The directors are Birnbaum, Copas, Harnick, Pickman, L. Rosenfeld, Taylor, A. Montague and George Weltner.

Board personnel and the executive and administrative structure is drawn from members of both film organizations.

Paramount Film Service, Canadian arm of Paramount Pictures, has also undergone changes and the present setup has George Weltner, head of world sales, as president and Alfred R. Taylor as vice-president and managing director. A. L. Copas is secretary-treasurer. The members of the board are Weltner, Taylor, Copas, Paul Raibourn and Barney Balaban.

The structure of Columbia Pictures of Canada is unchanged, with A. Schneider president and board chairman, Leo Jaffe first vice-president and treasurer, Louis Rosenfeld vice-president and managing director, Bernard Birnbaum and Harvey Harnick vice-presidents, Jonas Rosenfield, Jr., secretary and R. E. Smith assistant treasurer.

ECSTATIC ROMANCE... EXOTIC DANCES... EXCITING MUSIC!

YOUR PATRONS WILL RIDE THE CREST OF THE WAVE TO THE WORLD'S LUSHEST PARADISE OF SONGS!

FILMED IN BEAUTIFUL HAWAII— FOR ALL AUDIENCES EVERYWHERE!

Cast and cameras roamed the thousand-and-one wonders of our 50th State... for the inside, bright-side story of young islanders... their loves, their laughs, their way-out luaus!

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CENTRE
PAGES

Short Throws

(Continued from Page 1)

With You. Allen W. Clowes, Avondale president, announced that an annual Avondale—Stratford Festival Theatre Study Grant had been established in Coburn's memory. For each year of at least five Avondale's two foremost apprentices, chosen from among those who are attending an Indiana college, will be sent to Stratford "to study and observe plays in all their many and varied phases of production." In addition two seats in the Stratford theatre will be given in memory of Mr. Coburn and they will, like 111 others, be identified through a brass plaque on them.

INA BALIN, one of the stars of The Young Doctors, UA feature, met the press in Toronto, was interviewed on radio and TV, and appeared on stage at the premiere of the film, held at the Odeon Carlton in aid of the Northwestern Hospital. Miss Balin, under contract to 20th Century-Fox, appeared in The Young Doctors on a loanout. Her critical remarks about the handling of their contract players by some studios brought resentment in some trade quarters.

EFFECTIVE Nov. 1 20th Century-Fox will rejoin the Motion Picture Association of America, it was jointly announced by Spyros P. Skouras and Eric Johnston, respectively their presidents. "It is always our desire to do everything we can to make this a better industry for everybody," Skouras stated. "We feel this can best be done when we all work together." In welcoming 20th-Fox' return Johnston said: "There is no limit to the future that this industry can make for itself through unified efforts."

HURD HATFIELD, who portrays Pontius Pilate in MGM's King of Kings, was in Toronto for promotional activities during the days on which the two premieres which preceded the formal opening at the University Theatre were held. He was interviewed on all media through arrangements made by Hilda Cunningham, MGM's ad-pub director for Canada. Adela Rogers St. Johns, writer of the King of Kings serialization, was also in Toronto recently and addressed women's groups. Hatfield went on to Montreal for similar rounds after the Toronto visit.

Jerry Wald's 'Celebration'

Joanne Woodward and Richard Beymer will star in Jerry Wald's 20th-Fox film, Celebration.

MGM's 'Masculine Principle'

MGM has acquired Liam O'Brien's The Masculine Principle.

KING OF KINGS

with Jeffrey Hunter, Siobhan McKenna, Robert Ryan, Hurd Hatfield, Viveca Lindfors.

MGM (Technicolor) 168 Mins.

TOWERING TALE PRODUCED WITH POWER AND SWEEP. OUTSTANDING CAST. STUNNING SETS. A MAJOR MOTION PICTURE EVENT.

Using the vast scope of the motion picture screen, producer Samuel Bronston has brought forth with King of Kings a magnificent and profoundly moving spectacle. This film of Jesus Christ, depicting his birth, life, and death, has been ambitiously conceived and stunningly executed. The sets, framed in 70 mm. super-Technirama and Technicolor, fill the screen with pageantry and power. It is a work of monumental planning.

A tremendous cast has been assembled to act out the drama. The greatest acting responsibility, of course, is Jeffrey Hunter's in the characterization of Jesus. He handles the role with skill and conviction.

Sturdy acting support comes from the fine cast. Seasoned actor Robert Ryan plays the thundering prophet of the wilderness, John the Baptist, whose severed head is brought on a platter to gratify the sadistic whim of Salome. As Mary, Mother of Jesus, Siobhan McKenna infuses a spiritual glow into her portrayal. Hurd Hatfield conveys icy determination as the tyrannical Roman ruler of Judea, Pontius Pilate. Ron Randell plays Lucius, the Roman captain, who finds faith through persecution. As the wife of Pilate, Viveca Lindfors reflects a serene beauty as one who subsequently turns to the teachings of Christ.

Rita Gam portrays the wife of Herod Antipas and mother of the wicked child, Salome, enacted by Brigid Bazlen. Both effectively convey the blasphemy and bacchanalianism of Roman paganism. The wild and vital characterization of Barabbas, the Judean firebrand who spearheads the revolt that precedes the crucifixion of Christ, falls to Harry Guardino. Herod, the puppet ruler, is played by Frank Thring; Judas, the betrayer, is acted by Rip Torn; Caiphas, the High Priest of the Temple, is portrayed by Guy Rolfe; Carmen Sevilla plays Mary Magdalene.

The direction was obviously an enormous task. Nicholas Ray came through remarkably. He has caught the solemnity and he has captured the action stimulatingly. The great responsibility of providing the screenplay rested with Philip Yordan. His contribution is excellent. In the music department Miklos Rozsa did outstanding work. Franz F. Planer, Milton Krasner and Manuel Berenguer, the directors of photography, made contributions on a high technical level.

There are scenes that will linger long in the memory. The birth, baptism and ordeal of Christ in the wilderness are shown and, later, the naming of his apostles. The film goes on to show His teaching to His disciples in the desert, His conflict with Pagan Rome, the Last Supper, the trial, Crucifixion and Resurrection.

Scenes of action fill the screen. There is the storming of the fortress in which the well-trained Roman legionnaires crush the Judean uprising led by Barabbas; the preaching of the sermon on the mount; the lavishness of courts feasts and many others.

King of Kings is a picture that will long endure.

CAST: Jeffrey Hunter, Robert Ryan, Siobhan McKenna, Hurd Hatfield, Ron Randell, Viveca Lindfors, Rita Gam, Carmen Sevilla, Brigid Bazlen, Harry Guardino, Rip Torn, Frank Thring, Guy Rolfe, Maurice Marsac.

CREDITS: Produced by Samuel Bronston; Directed by Nicholas Ray; Screenplay by Philip Yordan; Music by Miklos Rozsa; Associate producers, Alan Brown and Jaime Prades; Directors of photography, Franz F. Planer, Milton Krasner and Manuel Berenguer; Sets and costumes designed by Georges Wakhevitch.

DIRECTION: Excellent. PHOTOGRAPHY: Excellent.

(From The Film Daily, NY)

'Windjammer' Long Run NA Record In Toronto

Windjammer, the Cinemiracle spectacle at Famous Players' Eglinton, Toronto, hung up the North American long-run record on Oct. 20 with 44 weeks and is still running. The world's record run is in Stockholm, where it has played 93 weeks — but the film is about a crew of Swedish youths sailing around the world.

Although almost 300,000 admissions have been registered in the 44 weeks at the 900-seat house, it should be noted that the film is enjoying a long run in a Detroit theatre with three times the capacity of the Toronto one.

Longest run of Oklahoma outside of NY was at the Tivoli, Toronto — 67 weeks.

American Film Festival Set For April 25-28

Fourth Annual American Film Festival has been scheduled for April 25-28, 1962 in the Biltmore Hotel, New York. Again there will be 34 competitive categories for 16 mm. films and 35 mm. filmstrips released in the USA in 1961 and Festival Blue Ribbon Awards will be presented to the winner in each class at a gala banquet on Friday, April 27.

Entries must be filed by midnight on Jan. 20, 1962. The festival is sponsored by the Educational Film Library Association and entry forms, applications for jury assignments and other information may be obtained from that organization at 250 W. 57th St., NYC 19.

VALUE LINE

(Continued from Page 1)

20th Century-Fox has plenty of cash despite the fact that "its film-making activities have been rolling up alarming losses for several years," the foreword says:

"Since competitors MGM, Warner Bros. and Universal have been generating profits in their production activities, the cause of Fox' poor showing must be ascribed to management policies, not to industry conditions. A determined effort is now being made by the Fox board to reorganize production activities and rejuvenate earning power. Success seems probable in time.

"With its strong asset position, Fox is an interesting speculation for three- to five-year Appreciation Potentiality. So is Paramount. But neither issue is expected to perform as well as the general market in the coming year. Of all the motion picture stocks reviewed, only Walt Disney Productions is ranked in Group 1 (Highest) for Probable Market Performance in the Next 12 Months."

Columbia: Guns of Navarone grosses will likely help operating earnings show a marked recovery and a deceleration of its TV subsidiary, Screen Gems, is in prospect because of increased competition.

Universal: With Come September a hit and "many promising pictures" ahead a sharp recovery in profits is clearly in prospect.

Disney: This company's fortunes are experiencing a sharp upturn because of the grosses of The Absent-Minded Professor and The Parent Trap and its prospects for the new fiscal year are also bright — although, because it is among "the most volatile stocks," the issue is suitable for inclusion in "risk accounts" only.

MGM: The year ended was the best in the company's history and would have been even better if it hadn't written down the costs of a few unsuccessful films. If Mutiny On the Bounty grosses half as much as Ben-Hur "the original cost will be more than recouped."

Paramount: The stock possesses superior three- to five-year appreciation potentiality. Although Telemeter isn't expected to become an "important earnings contributor" soon the company does have "many other hidden assets that could be developed into additional earning power."

Twentieth Century-Fox: Though losses in its production-distribution activities brought about a 67c a share net operating deficit the company "is classified among the top 20 per cent of all stocks for three- to five-year Appreciation Potentiality."

MGM's 'Rififi In Tokyo'

Karl Boehm will star in MGM's Rififi in Tokyo.

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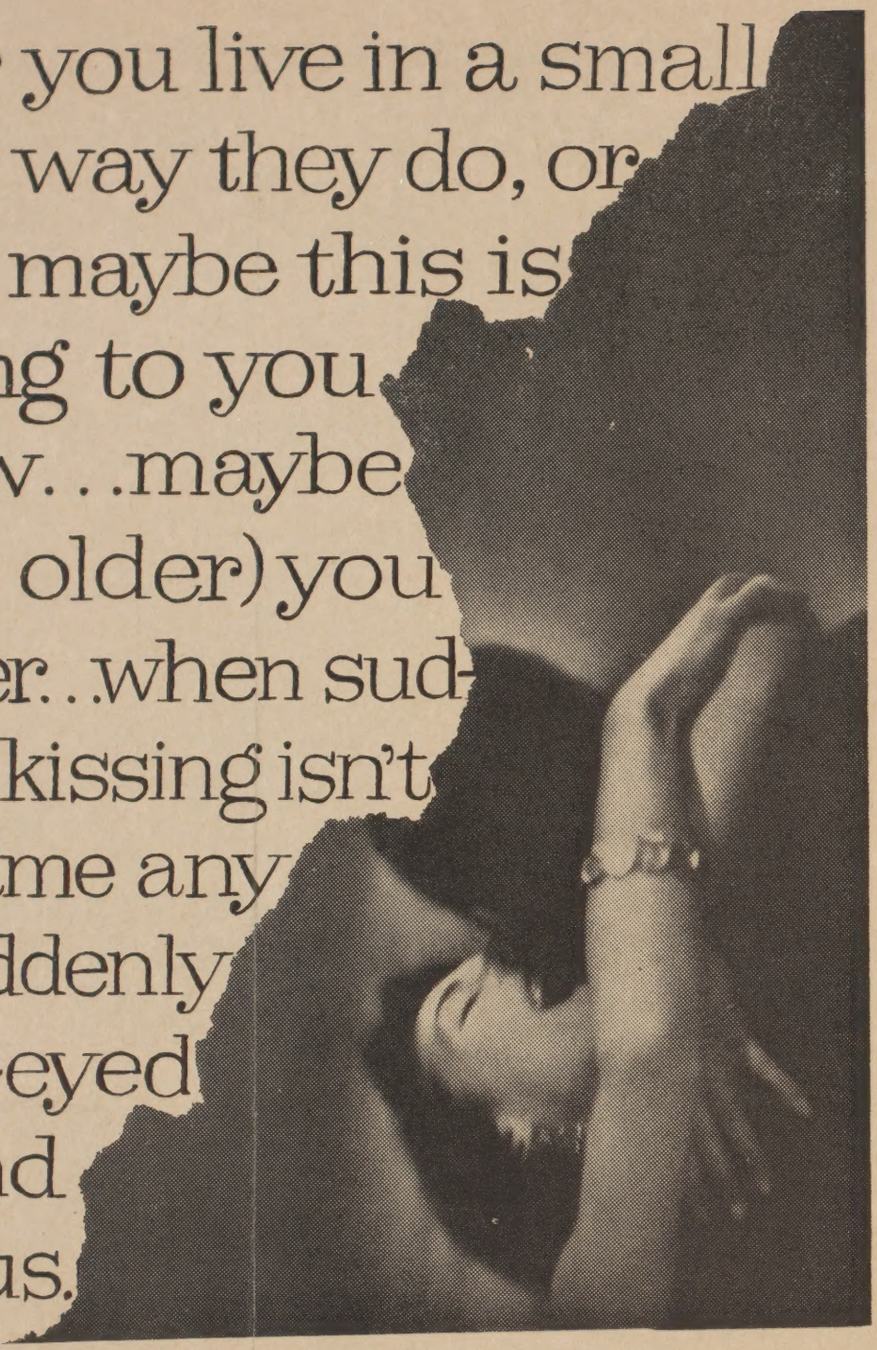

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